

Message Text

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ACTION AF-08

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FM AMEMBASSY DAKAR

TO AMEMBASSY ACCRA

AMEMBASSY BANJUL

AMEMBASSY FREETOWN

AMEMBASSY LAGOS

AMEMBASSY MONROVIA

INFO SECSTATE WASHDC 7341

AMEMBASSY ADDIS ABABA

USDOC WASHDC

AMEMBASSY BISSAU

UNCLAS DAKAR 7658

E.O. 11652: N/A

TAGS: BEXP, SG

SUBJECT: SECOND INTERNATIONAL DAKAR TRADE FAIR, DEC 3-12,
1976.

REF A DAKAR 6788, B LOME 918

1. SUMMARY. CABLE TRANSMITS TEXT OF INVITATION LETTERS TO
US EXHIBITION DAKAR TRADE FAIR TO BE SENT OVER AMBASSADORS'
SIGNATURES TO PERSONS DEEMED APPROPRIATE. LIST OF PARTICI-
PATING FIRMS INCLUDED. EMBASSY DAKAR APPRECIATES ANY
ASSISTANCE YOU CAN PROVIDE IN PUBLICIZING U.S. EXHIBITION.
END SUMMARY.

2. THIS CABLE PROVIDES UPDATED INFORMATION ON EXHIBITORS
WHO WILL BE PARTICIPATING IN US EXHIBITION IN GREEN
PAVILION AT SUBJECT FAIR. EMBASSY REGRETS THAT LATE
FINALIZATION OF PARTICIPATION LIST AND OTHER FACTORS
HAVE DELAYED PRINTING OF BROCHURES, EFFECTIVELY PRE-
CLUDING POUCHING THEM TO REGIONAL EMBASSIES TO ARRIVE
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IN ADVANCE OF FAIR.

3. ALSO SET FORTH BELOW IS INVITATION WHICH EMBASSY DAKAR INVITES ADDRESSES POSTS TO DELIVER IN APPROPRIATE FORM OVER RESPECTIVE AMBASSADORS' SIGNATURES TO SELECTED LOCAL SENIOR GOVERNMENT OFFICIALS, BUSINESS LEADERS AND CHAMBER OF COMMERCE REPRESENTATIVES WHO MAY ATTEND FAIR. USG HAS RESPONSIBILITY TO PARTICIPATING US FIRMS TO GIVE MAXIMUM PUBLICITY TO AMERICAN REPRESENTATION IN FAIR, AND WE WOULD ACCORDINGLY BE GREATFUL FOR YOUR COOPERATION IN COMMUNICATING THIS INVITATION TO KEY FIGURES. EMBASSY HAS CHOSEN THIS COURSE OF ACTION IN VIEW OF VAGARIES OF WEST AFRICAN POUCH SCHEDULES, IMMINENCE OF FAIR, AND FACT THAT ONLY LOME HAS PROVIDED NAMES OF SUGGESTED INVITEES IN RESPONSE TO REF (A).

4. AMBASSADOR'S INVITATION FOLLOWS (QUOTE):

DEAR :

I WOULD LIKE TO EXTEND TO YOU AN INVITATION TO VISIT THE UNITED STATES EXHIBITION IN THE GREEN PAVILION AT THE SECOND INTERNATIONAL TRADE FAIR OF DAKAR, WHICH WILL TAKE PLACE IN SENEGAL DECEMBER 3-12, 1976.

WE HAVE MADE A SPECIAL EFFORT TO ATTRACT TO THIS EXHIBITION COMPANIES WHOSE PRODUCTS AND SERVICES ARE OF PARTICULAR INTEREST IN WEST AFRICA. SEVERAL AMONG THE EIGHTEEN FIRMS REPRESENTED ARE SEEKING REPRESENTATION IN SENEGAL AND OTHER WEST AFRICAN COUNTRIES.

THE AMERICAN EXHIBITION WILL INCLUDE A COMMERCIAL INFORMATION CENTER UNDER THE DIRECTION OF MR. GEORGE WILSON, ECONOMIC AND COMMERCIAL OFFICER OF THE AMERICAN EMBASSY IN DAKAR, WHO WILL BE ABLE TO RESPOND TO SPECIFIC QUESTIONS CONCERNING INVESTMENT AND TRADE WITH THE UNITED STATES.

I SINCERELY HOPE THAT YOU TAKE ADVANTAGE OF THE OPPORTUNITY PRESENTED BY THE TRADE FAIR TO VISIT THE
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AMERICAN EXHIBITION IN DAKAR AND TO MAKE CONTACT WITH THOSE FIRMS OFFERING THE PRODUCTS AND SERVICES OF GREAT INTEREST TO YOU. UNQUOTE. (FOLLOWED BY COMPLIMENTARY CLOSE AND AMBASSADOR'S SIGNATURE).

5. LIST OF PARTICIPATING FIRMS:

-ALLEN OIL AND GREASE CO. OF MADEIRA, CALIFORNIA

REPRESENTED BY AFRIMEC INDUSTRIES LTD., ACCRA, GHANA
ANTIQUE FURNITURE, DECORATIVE CLOCKS, TABLES
SEEKS REPRESENTATIVES.

-AMANA REFRIGERATION INC., AMANA, OWA
REPRESENTED BY BARADERIES FRERES, DAKAR
AIR CONDITIONERS, REFRIGERATORS, MICROWAVE OVENS

-AMPEX WORLD OPERATIONS, REDWOOD CITY, CALIFORNIA
REPRESENTED BY STE. HUSSEIN AYAD ET COMPAGNIE, DAKAR
AUDIO VISUAL EQUIPMENT.

-CITIBANK N.A., NEW YORK, NEW YORK
REPRESENTED BY CITIBANK, DAKAR
FINANCIAL SERVICES

-ESCO CORP, PORTLAND OREGON
REPRESENTED BY ESCO SA, ST. PRIEST, FRANCE
PARTS FOR CONSTRUCTION, MINING AND LOGGING EQUIPMENT.
SEEKS REPRESENTATIVES.

-EXXON CORP, NEW YORK, NEW YORK
REPRESENTED BY ESSO AFRIQUE OCCIDENTALE, DAKAR
PETROLEUM PRODUCTS

-MOBIL OIL CORP., NEW YORK, NEW YORK
REPRESENTED BY MOBIL OIL SENEGAL, DAKAR
PETROLEUM PRODUCTS.

-TEXACO, INC., NEW YORK, NEW YORK
REPRESENTED BY TEXACO WEST AFRICA LTD., DAKAR
PETROLEUM PRODUCTS

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-INTERNATIONAL SYSTEMS AND CONTROLS CORP, HOUSTON, TEXAS
REPRESENTED BY SODAGRI, DAKAR
AGRICULTURAL AND INDUSTRIAL ENGINEERING CONSULTANCY SERVICES

-. JOHN PRIOR INC., NEW YORK, NEW YORK
MOTOR VEHICLE SERVICE EQUIPMENT
SEEKS REPRESENTATIVES

-LAYNE & BOWLER INC., MEMPHIS, TENNESSEE
REPRESENTED BY LAYNE & BOWLER INC., PARIS, FRANCE
PUMPS
SEEKS REPRESENTATIVES.

-NL INDUSTRIES INC., GOLDEN, COLORADO
RPRESENETED BY BAROID OF NIGHERIA, LAGOS, NIGERIA

MINING CONSTRUCTION ENGINEERING SERVICES
SEEKS LOCAL REPRESENTATIVE

-NORTH STAR BROKERAGE AND DEVELOPMENT COMPANY, LOS
ANGELES, CALIFORNIA
PHARMACEUTICALS, CHEMICALS, FOAM PRODUCTS
SEEKS REPRESENTATIVES.

-N-REN CORP, CINCINNATI, OHIO
REPRESENTED BY FERTISEN, DAKAR
FERTILIZER PLANT DESIGN AND CONSTRUCTION

-PAN AMERICAN AIRWAYS INC, NEW YORK, NEW YORK
REPRESENTED BY PAN AMERICAN AIRWAYS, DAKAR
INTERNATIONAL AIRLINE SERVICE

-SEAGRAMS OVERSEAS SALES CORP, NEW YORK, NEW YORK
REPRESENTED BY SOSCO, DAKAR.
SPIRIT PRODUCTS, WINES AND CHAMPAIGNES

-SINGER COMPANY, NEW YORK, NEW YORK
REPRESENTED BY SINGER SEWING MACHINE CO., DAKAR
SEWING MACHINES AND HOME APPLIANCES

-TII CORP., LINDENHURST, NEW YORK
REPRESENTED BY TII DAKAR
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ENGINEERING CONSULTANCY SERVICES

6. SEAGRAMS, PAN AM, PHILIP MORRIS INTERNATIONAL, MISSION
OF CALIFORNIA, 7-UP BOTTLING COMPANY AND COCA COLA EXPORT
CORP HAVE ALSO DONATED MATERIALS TO THE AMERICAN EXHIBITION.

7. WE WILL BE GRATEFUL FOR ANY HELP YOU CAN PROVIDE US AND WOULD
GREATLY APPRECIATE YOU ADVISING US OF ANY ACTION YOU TAKE.
SEPARATE CABLE BEING SENT
FRENCH LANGUAGE POSTS.
AGGREY

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